

**ABSTRACT**

The present invention provides a method of preparing content with design in a presentation that is suitable for printing and/or electronic publishing. The method utilises content data including alphanumeric and/or graphical elements, and design data including a rule or rules associated with a particular alphanumeric element or graphical element. This can be used to define a scoring system which defines a score dependent on a degree of conformance of layouts to the rules, with the layout being selected in accordance with the resulting score.